

Cough, Cold and Allergy (Hay Fever) Remedies in Bulgaria

Market Direction | 2023-10-05 | 24 pages | Euromonitor

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Report description:

Price sensitivity among Bulgarian consumers is a key factor influencing their purchasing decisions when it comes to cough, cold, and allergy (hay fever) remedies. As the minimum wage in Bulgaria is just under EUR400 in 2023, a significant portion of the population prioritise affordability in purchasing decisions. As a result, the cost of these remedies plays a crucial role in shaping consumer choices. Many consumers opt for cost-effective options to manage their symptoms without straining their...

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Bulgaria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Antihistamines/Allergy Remedies (Systemic), Combination Products - Cough, Cold and Allergy (Hay Fever) Remedies, Cough Remedies, Decongestants, Medicated Confectionery, Paediatric Cough, Cold and Allergy Remedies, Pharyngeal Preparations.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Cough, Cold and Allergy (Hay Fever) Remedies market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN BULGARIA

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